

DEC 13 1924 /

©CIL 20906 ✓

✓ HIS DARKER SELF

Photoplay in five reels

Story by Arthur Caesar

Directed by Jack Noble

Author of photoplay (under Sec. 62)  
G and H Pictures Corporation of the U. S.



DEC 13 1924

Washington, D. C.

Register of Copyrights  
Washington, D. C.

December 13, 1924

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of G. and H. Pictures Corporation

His Darker Self (5 reels)

Respectfully,

FULTON BRYLAWSKI

The G and H. Pictures Corporation  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

| <u>Title</u>    | <u>Date of Deposit</u> | <u>Registration</u> |
|-----------------|------------------------|---------------------|
| His Darker Self | 12/13/1924             | L ©CIL 20906        |

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 13 day of  
December and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

Delivered in person  
DEC 17 1924

*Fulton Brylawski*

3/16

DEC 13 1924

YOU'LL MAKE  
MONEY WITH THE  
MILLION LAUGHS  
IN THIS  
PICTURE

PRESS SH  
ON

# "HIS DARKER

©CLL 20906

W. W. HODKINSON CORPORATION, 469 FIFTH

## LLOYD HAMILTON IN SUPER WHOLE COUNTRY HAS B

### EVERYONE HAS A DARKER SELF

You Would Never Have Thought  
Claude Sappington Wanted  
to Be a Detective.

Have you a "darker self"—a side of your nature which you keep so hidden that even your closest friends cannot suspect it? Perhaps in the eyes of the world you are admired for your conservative taste in dress, whereas, in reality, you have a weakness for yellow ties and lavender socks. Perhaps people consider you Dignity Personified, while you like to run away from your rep and kick up your heels a bit. It is said that everyone has at least two personalities. There is the one that we parade for the benefit of the world and the other which we trot out for our own amusement.

Claude Sappington's Other Self was a sleuth. A brave, clever detective who hunted down bold, bad criminals. Fate gave Claude the opportunity to bring this Self to the fore. When Uncle Eph, an old negro, was falsely accused of murder, Claude resolved to save his friend by finding the real culprit. So he literally became "His Darker Self," by donning burnt cork and swaggered down to Darktown, there to encounter many hair-raising and side-splitting adventures.

Lloyd Hamilton, one of the best comedians on the screen, has the part of Claude Sappington in "His Darker Self," his first super-feature comedy, which is now playing at the ..... Theatre. His supporting cast includes: Sally Long, Tom Wilson, Tom O'Malley, Lucille La Verne, Irma Harrison, Edna May Sperl, Kate Bruce and Warren Cook. The picture is based on "Mammy's Boy" by Arthur Caesar. Jack Noble directed.

### WHAT! HO! IT'S NICE TO BE FAT

Lloyd Hamilton Says You Never  
Saw Fat Man Who Was  
Lonely.

"Sorry I'm fat?" cried Lloyd Hamilton jovially, showing off his famous grin. "I should say not! The fellow who said 'nobody loves a fat man' must have been thin and jealous. Don't they, though! Did you ever see a fat man who was lonesome? He's usually the center of attraction. People gravitate towards him because he's jolly. He can't help being that way. Because he's fat no one expects him to run around and do things. They wait on him and he has a fine time of it. All he has to do is to be happy and beam benignantly, so he beams. He has time to cultivate his sense of humor and everybody gets the benefit of it. True, he hasn't the form of Adonis, nor very often his beauty, but he doesn't need it. He's a darling of the gods."

The twinkle in "Ham's" eye made us think that perhaps we should take this with a grain of salt, but we don't know. At any rate, Hamilton's portliness shows off to advantage in "His Darker Self," his first feature length comedy in both white and black face. He has the part of Claude Sappington, amateur sleuth, who dons burnt cork in order to track down a murderer. The supporting cast includes Tom Wilson, Sally Long, Lucille La Verne, Tom O'Malley, Irma Harrison, Edna May Sperl, Kate Bruce and Charles Graham.

"His Darker Self," which comes to the ..... Theatre for a ..... run next ..... was based on the original story, "Mammy's Boy," by Arthur Caesar, author of the Parisian success, "Napoleon's Barber."

Albert L. Grey

## LLOYD HAMILTON IN HIS DARKER

Based on the original  
"MAMMY'S BOY"  
by Arthur Caesar

His first super-feature

### Got the Blues?

Well, grab your hat and go see this one.  
sure cure for the indigos.

He even made her Dad laugh and that's



Distributed by  
HODKINSON

Three Co. Ad Cut No. 4

### The Cast of the Comedy That Will Get the Cash

ALBERT L. GREY  
Presents

LLOYD HAMILTON

in

"HIS DARKER SELF"

### Strong Series of Short Written From Box-Off

Good Humor and Human Interest  
Hits in the Right  
Spot.

wonder he has a lot of wild adventures?

In support of Lloyd Hamilton in this side-splitting feature comedy appear Sally Long, Lucille La Verne, Tom Wilson, Tom O'Malley, Edna May Sperl, Kate Bruce, Irma Harrison and



# ESS SHEET ON "HIS DARKER SELF"

IT'S  
LLOYD HAMILTON'S  
FIRST FULL  
LENGTH COMEDY  
—A WINNER

CORPORATION, 469 FIFTH AVENUE, NEW YORK.

## N SUPER-FEATURE COMEDY HAS BEEN WAITING TO SEE

Al L. Grey Presents

### LLOYD HAMILTON "HIS DARKER SELF"

Based on the original story,  
"MAMMY'S BOY"  
by Arthur Caesar  
first super-feature comedy

Blues?

your hat and go see this one. Lloyd Hamilton is a  
ne indigos.

ade her Dad laugh and that's some feat!



Three Co. Ad Cut No. 4

## ies of Short Stories from Box-Office Viewpoint

wonder he has a lot of wild adventures?

In support of Lloyd Hamilton in this side-splitting feature comedy appear Sally Long, Lucille La Verne, Tom Wilson, Tom O'Malley, Edna May Sperl, Kate Bruce, Irma Harrison and Warren Cook.

has a bright idea and uses a shimmying ducky to shake his cocktail.

Arthur Caesar, author of the Parisian success, "Napoleon's Barber," wrote the story of "His Darker Self." In support of Lloyd Hamilton appear Lucille La Verne, Sally Long, Kate Bruce, Tom Wilson, Tom O'Malley, Irma Harrison, Edna May Sperl and

Before First Reel Was Completed, It Got a  
Million Dollars Worth of Publicity; Al  
Jolson Started in Leading Role but  
He Suddenly Went to Europe and  
Lloyd Hamilton Replaced Him.

Hamilton Proved He Is Broadcaster at Station LAF, the  
Screen's Greatest Gloom Chaser.

The release of "His Darker Self" is  
an epochal event in screen history.

Hardly had the shooting of scenes  
started at the Griffith Studios in New  
York, when the publicity guns of the  
great newspapers were turned on this  
feature.

Al Jolson, the famous blackface  
comedian, was to make his picture  
debut in the leading role. The pic-  
turization was started. For some rea-  
son, Jolson suddenly took passage to  
Europe—and the production was left  
high and dry without a hero.

This greatest of all fade-outs, a  
fade-out that carried the "hero" across  
the Atlantic Ocean, started the coun-  
try talking. Why had Jolson left?  
Who would be the "pinch hitter"?  
Would the first serious attempt to  
bring blackface comedy to the screen

end in failure? When would Jolson  
return? How could the picture be  
completed?

There followed discussion, specula-  
tion, negotiation and lawsuits, but the  
while Lloyd Hamilton had dashed  
from Los Angeles to New York and  
assumed the hero role. Educational  
Pictures had been good enough to  
"loan" Hamilton to the Griffith Stu-  
dios in order that this great comedy  
could be finished.

"His Darker Self" got more and  
more publicity.

Hamilton is "the 'Ham' what am  
funny." He will have them hanging  
to their seats with laughter. For  
years his two-reel comedies have gath-  
ered gales of hearty laughs. He is  
known everywhere.

In speaking of Hamilton, D. W. Grif-  
fith said: "Hamilton has built up  
a remarkably strong following by the  
consistent excellence of his work in  
two-reel subjects and in point of art-  
istic ability and box office value he  
ranks with any comedy star in the  
motion picture field. 'His Darker Self,'  
his first five-reel picture, was directed  
by Jack Noble and through the cour-  
tesy of Mr. E. W. Hammons it marks  
the logical graduation of Hamilton  
into the ranks of feature length com-  
edy stars."

"I agree with Mr. Griffith that  
Lloyd Hamilton is one of the greatest  
comedians the screen has ever seen,"  
said Mr. Grey, "and I consider 'His  
Darker Self' one of the best 'laughing'  
pictures I ever saw. It gave Mr. Ham-  
ilton the greatest leeway for a fuller  
display of his talent and he made the  
most of the opportunity by giving a  
really brilliant display of artistry. And  
the subtitles written by Ralph Spence  
are uproariously funny."

The full length feature gives Hamil-  
ton a chance to bring to the screen  
in burnt cork comedy many of the  
laughs that blackface entertainment  
has got on the stage from artists like  
Lew Dockstader, Honeyboy Evans,  
Billy Rice, Frank Tinney, Eddie Can-  
tor and Al Jolson.

"His Darker Self" brings to the  
silent drama that atmosphere and  
happiness which the world has long  
associated with the old southern  
melodies.

There is a mingling of pathos with  
the comedy that recalls scenes from  
such stories as "Uncle Tom's Cabin."

A distinguished cast is in support  
of Hamilton in this colorful comedy  
drama.

From every angle this production  
will be a box office record breaker.

### FINE CAST IN "HIS DARKER SELF"

Lloyd Hamilton Supported by  
Well-Known Players of Stage  
and Screen.

"His Darker Self," the new super-  
feature comedy in white and black-  
face, which is now being shown at  
the ..... Theatre, has a most  
illustrious cast.

Lloyd Hamilton, who has the prin-  
cipal part of Claude Sappington, is  
one of the best comedians on the  
screen. For years he has caused  
movie audiences to chuckle over his  
two-reel comedies, the first of which  
was the "Ham and Bud" series in  
which he created the role of "Ham."  
Through the courtesy of E. W. Ham-  
mons of Educational Pictures, Mr.  
Hamilton was loaned to D. W. Griffith  
to make "His Darker Self," which is  
the first feature length comedy that  
Hamilton has appeared in. Hamil-  
ton is judged by many fans and mo-  
tion picture critics to be the funniest  
man on the screen today.

Sally Long, who plays Claude Sap-  
pington's sweetheart, is a Follies girl  
and is now lending her charm to the  
Ziegfeld production "Kid Boots." This



cannot suspect it? Perhaps in the eyes of the world you are admired for your conservative taste in dress, whereas, in reality, you have a weakness for yellow ties and lavender socks. Perhaps people consider you Dignity Personified, while you like to run away from your rep and kick up your heels a bit. It is said that everyone has at least two personalities. There is the one that we parade for the benefit of the world and the other which we trot out for our own amusement.

Claude Sappington's Other Self was a sleuth. A brave, clever detective who hunted down bold, bad criminals. Fate gave Claude the opportunity to bring this Self to the fore. When Uncle Eph, an old negro, was falsely accused of murder, Claude resolved to save his friend by finding the real culprit. So he literally became "His Darker Self," by donning burnt cork and swaggered down to Darktown, there to encounter many hair-raising and side-splitting adventures.

Lloyd Hamilton, one of the best comedians on the screen, has the part of Claude Sappington in "His Darker Self," his first super-feature comedy, which is now playing at the Theatre. His supporting cast includes: Sally Long, Tom Wilson, Tom O'Malley, Lucille La Verne, Irma Harrison, Edna May Sperl, Kate Bruce and Warren Cook. The picture is based on "Mammy's Boy" by Arthur Caesar. Jack Noble directed.

who said 'nobody loves a fat man must have been thin and jealous. Don't they, though! Did you ever see a fat man who was lonesome? He's usually the center of attraction. People gravitate towards him because he's jolly. He can't help being that way. Because he's fat no one expects him to run around and do things. They wait on him and he has a fine time of it. All he has to do is to be happy and beam benignantly, so he beams. He has time to cultivate his sense of humor and everybody gets the benefit of it. True, he hasn't the form of Adonis, nor very often his beauty, but he doesn't need it. He's a darling of the gods."

The twinkle in "Ham's" eye made us think that perhaps we should take this with a grain of salt, but we don't know. At any rate, Hamilton's portliness shows off to advantage in "His Darker Self," his first feature length comedy in both white and black face. He has the part of Claude Sappington, amateur sleuth, who dons burnt cork in order to track down a murderer. The supporting cast includes Tom Wilson, Sally Long, Lucille La Verne, Tom O'Malley, Irma Harrison, Edna May Sperl, Kate Bruce and Charles Graham.

"His Darker Self," which comes to the Theatre for a run next, was based on the original story, "Mammy's Boy," by Arthur Caesar, author of the Parisian success, "Napoleon's Barber."

# 'MAMMY'S BOY' by Arthur Caesar His first super feature comedy

## Got the Blues?

Well, grab your hat and see this one. Lloyd Hamilton's sure cure for the indigos.

He even made her Dad laugh and that's something



Distributed by  
**HODKINSON**

Three Co. Ad Cut No. 4

## The Cast of the Comedy That Will Get the Cash

ALBERT L. GREY  
Presents

**LLOYD HAMILTON**

in  
**"HIS DARKER SELF"**

from the original story

**"MAMMY'S BOY"**

BY ARTHUR CAESAR

His first super-feature comedy

distributed by  
**HODKINSON**

### THE CAST

|                                |                  |
|--------------------------------|------------------|
| Claude Sappington              | Lloyd Hamilton   |
| Bill Jackson                   | Tom Wilson       |
| Uncle Eph                      | Tom O'Malley     |
| Aunt Lucy                      | Lucille La Verne |
| Darktown's "Cleopatra"         | Irma Harrison    |
| Bill Jackson's Sweetheart      | Edna May Sperl   |
| Claude Sappington's sweetheart | Sally Long       |
| Claude Sappington's mother     | Kate Bruce       |
| The Governor                   | Warren Cook      |

### THE STORY

Uncle Eph, an old negro working for the Sappingtons, nightly hauls contraband liquor to the dance-hall of Bill Jackson, head of the land agents of a rum-running fleet. Uncle Eph is under the impression that he is carting bananas. When the revenue men get after the old man, Bill Jackson's wrath is aroused. He knocks out Uncle Eph and in a fight, stabs another man. Jackson puts the knife in the hand of the unconscious Uncle Eph who is arrested.

Claude Sappington, writer of poetry and detective tales, is in love with the governor's daughter. The governor, however, frowns on his suit. When Claude hears that his old servant and friend, Uncle Eph, is to be tried for murder, he blackens up and goes down to Jackson's dancehall to save him by discovering the real murderer.

Jackson gives Claude a job as bus-boy and suggests that he be the target of a knife-throwing contest. Claude doesn't like the idea, so he bolts. He blunders into a baptismal ceremony, during which his burnt cork is washed away. Undaunted, he blackens up and tries again. In Jackson's hotel, he wanders into the room of Darktown's Cleopatra and hides under the bed when Bill Jackson comes. Jackson is trailed by his jealous sweetheart, who, in a fit of anger, accuses him of the murder which she witnessed. A merry fight ensues between the two girls and Jackson and Claude.

At this time the revenue men arrive and raid the place. Jackson escapes in a motor boat. Claude and the revenue men follow and capture him. Claude brings him to the governor to confess. Uncle Eph who has been convicted, is saved just as he is about to be hanged.

The governor gives his consent to the match between Claude and his daughter.

## Strong Series of Short Written From Box-Office

Good Humor and Human Interest  
Hits in the Right  
Spot.

He was determined to be a Sherlock Holmes if he had to change his color to do it. With the aid of burnt cork he became a ducky and got a job in the Darktown dance hall. Then things began to happen. Lloyd Hamilton was never so funny as he is in this feature comedy in two colors. His supporting cast, made up of stage and screen favorites, includes: Lucille La Verne, Sally Long, Tom Wilson, Tom O'Malley, Edna May Sperl, Kate Bruce, Warren Cook and Irma Harrison.

When Darktown's Cleopatra rolls provocative orbs at Bill Jackson his gal doesn't like it a bit. A merry melee follows and Lloyd Hamilton, as Claude Sappington, blunders right into the middle of it. "His Darker Self," a feature comedy in black and white, will make you laugh so much you'll cry!

When Al Jolson decided that he'd rather sail the ocean blue than go on with "His Darker Self," the feature comedy in blackface, he ruffled D. W. Griffith's disposition quite a bit. But Educational loaned him Lloyd Hamilton to fill the gap and all was serene once more. "Ham" is a riot in the role of an amateur detective. "His Darker Self" was directed by Jack Noble, assisted by Hugh Fay and Lloyd Bacon. Arthur Caesar wrote the story.

You should see Lloyd Hamilton as "His Darker Self." His face is the color of a coal scuttle and he's all dolled up in checks that would wake the baby. And Oh, Man, what a mean derby he sports, and a solid hickory cane, too! With this outfit, is it any

wonder he has a lot of wild adventures?

In support of Lloyd Hamilton in this side-splitting feature comedy appear Sally Long, Lucille La Verne, Tom Wilson, Tom O'Malley, Edna May Sperl, Kate Bruce, Irma Harrison and Warren Cook.

One of the most thrilling motorboat races ever screened figures prominently in Lloyd Hamilton's latest comedy "His Darker Self." The race was staged in Long Island Sound, with two of the fastest speed boats in the country participating. A thrill is added when one of the actors does a death-defying stunt from one boat to the other. They pass each other a full second.

They are in the port of Hamilton's latest appearing in support of him in this riot of fun.

Claude Sappington made a fine colored baptismal had to appear in a colored preacher, Claude. Then, obeying the off came the big ducked his head and ed his disgruntled cork which effected thought it was. The colored folk hasty retreat! a miracle and beat combined in "Laughs and thrills are feature length "His Darker Self," the in which Lloyd Hamilton is starred.

"Yes, he has the bootlegger no bananas," thought drove a cargo of when Uncle Eph Bill Jackson's of contraband liquor Uncle Eph the dance hall. They to nanas and he that he was carting b "His Darker Self" believed them.

ture comedy, "Self" is a riotous fe

Lloyd Hamilton, replete with thrill

both in white on, the star, appear

Noble directed and black face. Ja

Ever see

dance hall? In Darktown Strutter

Darker Self." There's one in "H

black face, st the feature comedy

that well know starring Lloyd Hamilton

own laugh getter. Lo

Some One Has Said That It Was Lloyd Hamilton Who  
Started the Hyena Laughing



# "MAMMY'S BOY" by Arthur Caesar First super-feature comedy

## Blues?

to your hat and go see this one. Lloyd Hamilton is a  
the indigos.

made her Dad laugh and that's some feat!



Three Co. Ad Cut No. 4

## ries of Short Stories From Box-Office Viewpoint

erest

Sher-

ge his

id of

and got

hall.

Lloyd

as he

vo col-

up of

ludes:

Tom

May

ok and

rolls

on his

merry

ton, as

right

Darker

ck and

o much

at he'd

a go on

feature

wonder he has a lot of wild adventures?

In support of Lloyd Hamilton in this side-splitting feature comedy appear Sally Long, Lucille La Verne, Tom Wilson, Tom O'Malley, Edna May Sperl, Kate Bruce, Irma Harrison and Warren Cook.

One of the most thrilling motorboat races ever screened figures prominently in Lloyd Hamilton's latest comedy, "His Darker Self." The race was staged in Long Island Sound, with two of the fastest speed boats in the country participating. A thrill is added when one of the actors does a death-defying leap from one boat to the other.

ley are in the support of Hamilton in this riot of fun.

Claude Sappington made a fine dusky until he had to appear in a colored baptism. Then, obeying the preacher, Claude ducked his head and off came the burnt cork which effected his disguise. The colored folks thought it was a miracle and beat a hasty retreat! Laughs and thrills are combined in "His Darker Self," the feature length comedy in two colors in which Lloyd Hamilton is starred.

"Yes, he has no bananas," thought the bootlegger when Uncle Eph drove a cargo of contraband liquor to Bill Jackson's dance hall. They told him he was carting bananas and he believed them.

"His Darker Self" is a riotous feature comedy, replete with thrills. Lloyd Hamilton, the star, appears both in white and black face. Jack Noble directed.

Ever see a Darktown Strutters' dance hall? There's one in "His Darker Self," the feature comedy in which Lloyd Hamilton, the star, appears both in white and black face. Jack Noble directed.

That It Was Lloyd Hamilton Who the Hyena Laughing.

has a bright idea and uses a shimmying ducky to shake his cocktail.

Arthur Caesar, author of the Parisian success, "Napoleon's Barber," wrote the story of "His Darker Self." In support of Lloyd Hamilton appear Lucille La Verne, Sally Long, Kate Bruce, Tom Wilson, Tom O'Malley, Irma Harrison, Edna May Sperl and Warren Cook.

You know Lloyd Hamilton, that fat, funny boy that makes you laugh just to look at him? Well, Educational Pictures loaned him to D. W. Griffith to make "His Darker Self," a feature length comedy "in black and white," and he's a riot in both colors. His supporting cast includes Tom Wilson, Tom O'Malley, Charles Graham, Lucille La Verne, Sally Long, Irma Harrison, Kate Bruce, Edna May Sperl and Warren Cook. Jack Noble directed.

Yas Sir! Claude Sappington sure was in hot water when his fishing hook removed a very necessary portion of the Governor's clothing—especially since Claude wanted the Governor to be his papa-in-law. Lloyd Hamilton is a scream as the hero of "His Darker Self," the feature length comedy in both white and black face.

"His Darker Self" TO LEAVE . . . . .

"His Darker Self," the feature comedy in two colors, in which Lloyd Hamilton is starred, will be shown at the . . . . . Theatre for the last time tonight.

The story is woven about Claude Sappington, an amateur Sherlock Holmes, who masques as a negro to catch a murderer. A multitude of funny complications follow. Hamilton's supporting cast includes Lucille La Verne, who is scoring a hit in the stage play "Sun Up," Sally Long of Ziegfeld Follies fame, Irma Harrison, last seen in "One Exciting Night," Tom Wilson, well known "heavy," Edna May Sperl, popular comedienne, and Tom O'Malley, who for many years portrayed Uncle Tom of "Uncle Tom's Cabin."

The release of "His Darker Self" is an epochal event in screen history. Hardly had the shooting of scenes started at the Griffith Studios in New York, when the publicity guns of the great newspapers were turned on this feature. Al Jolson, the famous blackface comedian, was to make his picture debut in the leading role. The picture was started. For some reason, Jolson suddenly took passage to Europe—and the production was left high and dry without a hero. This greatest of all fade-outs, a fade-out that carried the "hero" across the Atlantic Ocean, started the country talking. Why had Jolson left? Who would be the "pinch hitter?" Would the first serious attempt to bring blackface comedy to the screen

## FINE CAST IN "DARKER SELF"

Lloyd Hamilton Supported by  
Well-Known Players of Stage  
and Screen.

"His Darker Self," the new super-feature comedy in white and black-face, which is now being shown at the . . . . . Theatre, has a most illustrious cast.

Lloyd Hamilton, who has the principal part of Claude Sappington, is one of the best comedians on the screen. For years he has caused movie audiences to chuckle over his two-reel comedies, the first of which was the "Ham and Bud" series in which he created the role of "Ham." Through the courtesy of E. W. Hammons of Educational Pictures, Mr. Hamilton was loaned to D. W. Griffith to make "His Darker Self," which is the first feature length comedy that Hamilton has appeared in. Hamilton is judged by many fans and motion picture critics to be the funniest man on the screen today.

Sally Long, who plays Claude Sappington's sweetheart, is a Follies girl and is now lending her charm to the Ziegfeld production, "Kid Boots." This is her first appearance in the silent drama and predicts as great a success on the screen as she has attained on the stage. Lucille La Verne is one of the best character women on the stage today. Her portrayal of the principal role in the play "Sun Up" has been ranked by critics with the greatest character delineations. The only other picture in which she has appeared is "Orphans of the Storm."

Tom Wilson, who plays the role of the Governor, has worked for years with Douglas Fairbanks, Charlie Chaplin and other important stars. Some of his best known productions are: "The Americano," "Reported Missing," "A Dog's Life," "Shoulder Arms," "Don't Ever Marry," "Dinty," and "The Greatest Question."

Tom O'Malley played the title role of "Uncle Tom's Cabin" for many years. He is said to have no equal in the portrayal of old southern negro types. Irma Harrison has been seen in Johnny Dooley comedies, "The Fighting Kentuckians" and "One Exciting Night."

Edna May Sperl's pictures include "Lochinvar o' the Line," "Caught in the Rapids," "Single Handed Sam" and "Laws of the Woods."

Kate Bruce was with the original Biograph Company under D. W. Griffith and has appeared in practically every Griffith production.

Warren Cook was in stock and on the stage for many years. He has appeared in Edison, Vitagraph, Kalem, Ince-Paramount, Artcraft, Pathe, Tourneur, Selznick and Paramount productions.

"His Darker Self" Is a Sparkling Comedy—Colorful,  
Breezy, Brilliant.

return? How could the picture be completed?

There followed discussion, speculation, negotiation and lawsuits, but the while Lloyd Hamilton had dashed from Los Angeles to New York and assumed the hero role. Educational Pictures had been good enough to "loan" Hamilton to the Griffith Studios in order that this great comedy could be finished.

"His Darker Self" got more and more publicity.

Hamilton is "the 'Ham' what am funny." He will have them hanging to their seats with laughter. For years his two-reel comedies have gathered gales of hearty laughs. He is known everywhere.

In speaking of Hamilton, D. W. Griffith said: "Hamilton has built up a remarkably strong following by the consistent excellence of his work in two-reel subjects and in point of artistic ability and box office value he ranks with any comedy star in the motion picture field. 'His Darker Self,' his first five-reel picture, was directed by Jack Noble and through the courtesy of Mr. E. W. Hammons it marks the logical graduation of Hamilton into the ranks of feature length comedy stars."

"I agree with Mr. Griffith that Lloyd Hamilton is one of the greatest comedians the screen has ever seen," said Mr. Grey, "and I consider 'His Darker Self' one of the best 'laughing' pictures I ever saw. It gave Mr. Hamilton the greatest leeway for a fuller display of his talent and he made the most of the opportunity by giving a really brilliant display of artistry. And the subtitles written by Ralph Spence are uproariously funny."

The full length feature gives Hamilton a chance to bring to the screen in burnt cork comedy many of the laughs that blackface entertainment has got on the stage from artists like Lew Dockstader, Honeyboy Evans, Billy Rice, Frank Tinney, Eddie Cantor and Al Jolson.

"His Darker Self" brings to the silent drama that atmosphere and happiness which the world has long associated with the old southern melodies.

There is a mingling of pathos with the comedy that recalls scenes from such stories as "Uncle Tom's Cabin."

A distinguished cast is in support of Hamilton in this colorful comedy drama.

From every angle this production will be a box office record breaker. Building on the publicity it has already gathered, you can make it one of the most talked about films you have ever booked.

It will bring out every one of your regular patrons and people who seldom see the inside of a movie theatre. It will build good will for your theatre and boost business for other productions that follow.



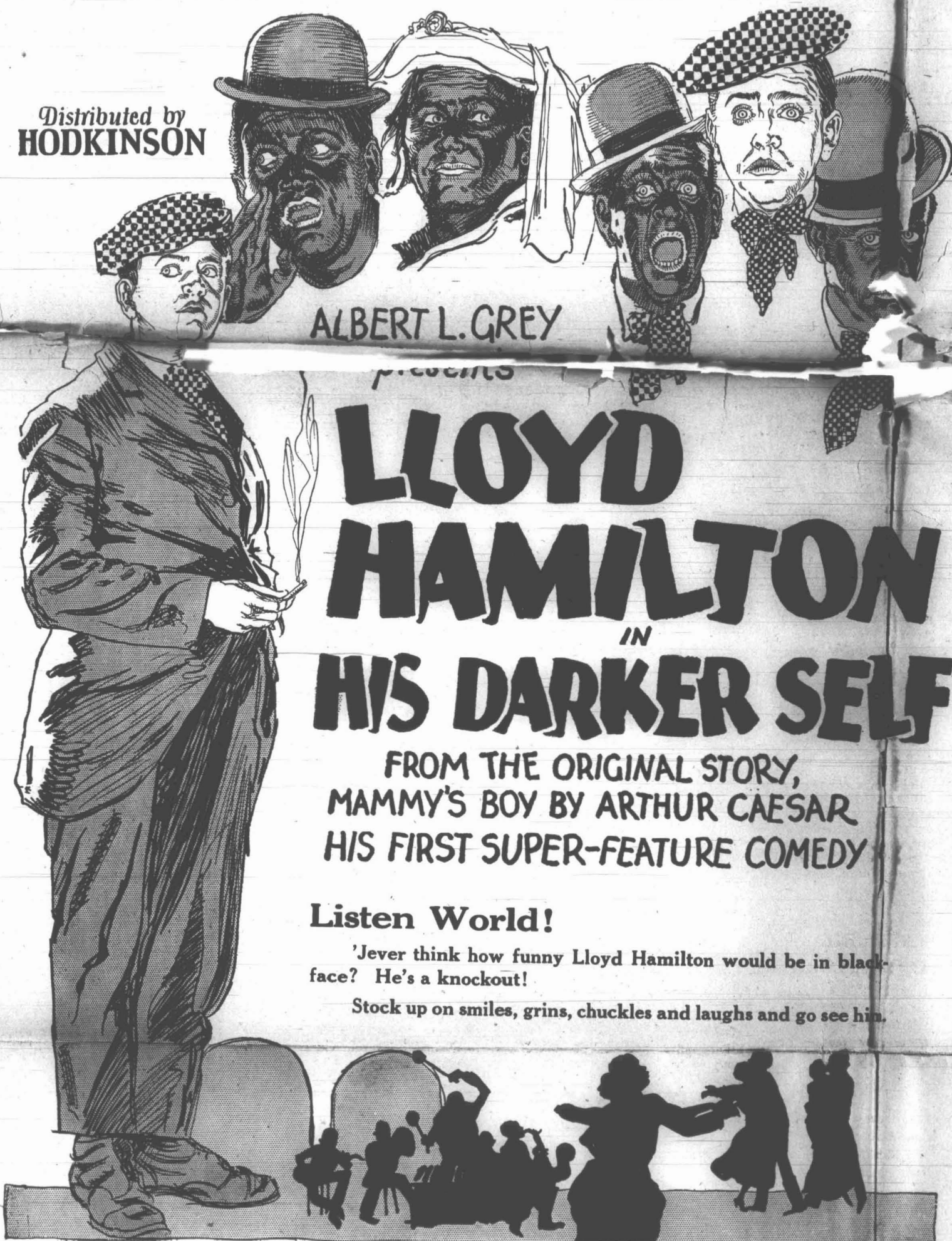
LLOYD HAMILTON  
in "HIS DARKER SELF"  
Distributed by HODKINSON

One Col Star Cut No. 1




**Ace-High Ads That Will  
Get Business for You**

Distributed by  
**HODKINSON**



**ALBERT L. GREY**  
presents  
**LLOYD  
HAMILTON**  
*IN*  
**HIS DARKER SELF**  
FROM THE ORIGINAL STORY,  
MAMMY'S BOY BY ARTHUR CAESAR  
HIS FIRST SUPER-FEATURE COMEDY

**Listen World!**  
'Jever think how funny Lloyd Hamilton would be in black-  
face? He's a knockout!  
Stock up on smiles, grins, chuckles and laughs and go see him.



Four Col. Ad-Cut No. 5

HE BROADCASTS AT  
STATION LAF  
SEE  
**LLOYD HAMILTON**  
in  
**'HIS DARKER SELF'**

Listen in

At the ..... theatre.

**Step Up and Listen to a Piece of Good News**  
**LLOYD HAMILTON**

That fat, funny boy with the serious face  
and the cute waddle is at the  
..... theatre this week in



Will  
for You



TON  
R SELF  
STORY,  
R CAESAR  
RE COMEDY

on would be in black-  
laughs and go see him.



ce of Good News  
ILTON  
serious face  
at the  
week in

## Exploitation Ideas That Will Bring Home the Box-Office Bacon

**"His Darker Self" Is a Picture That Offers New and Novel  
Publicity Angles, Splendid Stunts and  
Startling Tie-Ups.**

In all your exploitation of "His Darker Self," build your stunts, tie-ups, ballyhoos and novelties around the name of Hamilton. If you can get over the name of Hamilton in a big way, you will need your S. R. O. sign.

No one ever got enough of his two-reelers. The fact that he gets a chance to "spread himself" in a feature-length production is a big asset in your favor.

One of our smashing three sheets has been made with the idea of its exploitation value in mind. The entire illustration is that of Hamilton in one of his uproariously funny poses. Cut this out and mount it. Use it in every possible way. The twenty-four sheet has two views of Hamilton which have also been featured with the idea in mind that showmen would want to take full advantage of the illustrations as cut-outs.

One of these illustrations is Hamilton in "blackface." Cut the two of them out and mount them. Have two boys carry them around town with a sign between them, "Hamilton is at the ....." One of the boys should be in blackface make-up.

### A Blackface Ballyhoo

Another good ballyhoo would be to have a man rigged out like Hamilton.

His face should be blackened. This will keep them guessing. The title card will be enough to get over the fact that "His Darker Self" is a comedy "in two colors."

### A Prize Cake Walk

Take advantage of the fact that burnt-cork comedy plays a considerable part in many of the episodes. Offer prizes for the old-fashioned "cake walk." Stage this event during the showing. Advertise it widely. Many persons who have participated in local talent minstrel shows will be glad to enter, more for the fun of it than anything else.

### Parade of Youngsters

A parade of kids in blackface, all carrying Hamilton cut-outs, will be a great attention getter. Advertise for the kids. Tell them that you will furnish all the material for the blackface make-up. Have them make-up around noontime in front of your theatre, as it will be easy to collect a crowd at that hour.

### Feature Songs of South

Get your advertising display over with a local music dealer. Ask him to feature the "mammy" and old-time southern songs.

### Tie-up With Stores

Here is an idea for a stupendous tie-up with a dozen or more stores. Work with the advertising manager of one of your papers on this one. Across a two-page dummy have a streamer read like this:

"Keep on the Bright Side of Life and Away From Your Darker Self."

Paint dealers can say how they have the material which will keep the home brightened up; hardware dealers, that they have the articles to clean the kitchenware, furniture, etc.; music stores, that they have the instruments which will make the home folks happy; beauty shops, the material to keep faces bright and happy; restaurants, the food that brings cheer. This idea can be carried to almost every dealer. Once you give the idea to the advertising manager of your paper, he will help you get it over—in fact, he will put it over for you.

### Prizes for Jokes

Give a prize to the person who submits to the movie editor the best joke concerning colored folks. Run these under a column headed "His Darker Self." Write the winning jokes on slides and show them previous to the running of this feature.

### Rolling the Bones

Use this stunt to get over some fine publicity. Have two pickaninnies roaming around the streets with signs. Make two big wooden dice for them to carry. Have them stop occasionally and roll the "freckled cubes."

follow the crime trail. Some of these will undoubtedly be funny. Editors will be glad to run them, and the officers will be proud to have the material printed. You could carry this idea further, an offer of prizes to the citizens submitting the most interesting detective yarn.

### A Lobby Stunt

One idea for a funny lobby link-up would be a cut-out of Hamilton in blackface, mounted against a high-board fence. Around his head stick a few wicked-looking knives. (There is an episode in the picture similar to this.)

### Shimmy Contest

"His Darker Self" has one of the funniest shimmy scenes ever screened. Hamilton notices two dusky "shimmiers" in a resort where he is working. Here he is a soda "squirter." He cashes in on their ability to shake their shoulders by hooking up his cocktail shaker to their clothing. Offer a prize to best shoulder-shaker in town. Stage the event at your theatre. Ask your local soda man to give a prize to the winner.

### Radio Idea

Dress a man in imitation of Hamilton and stick a phonograph horn into his vest. Have a sign on his back read, "Lloyd Hamilton, broadcaster of laughs, now at ....."

Give your "local talent" an opportunity to imitate the angel-faced, serious-minded Hamilton. Award the winner with a pass to your theatre, good for one month.

### A Practical Prologue

A prologue will be easy to work up for this production. Have the curtain rise while a crap game is in progress. Three or four boys in blackface should be rolling the African agones. When they see the curtain is up, one of them will shout "cops" and the game will break up.

### The Young Detectives

All the youngsters in town are interested in detective characters and detective stories. Give a prize for the most exciting detective yarn the boys have read. You could also give a prize for the most interesting essay on "Why I Want to Be a Detective."

### Famous Sleuths

Local book stores will be glad to display their books which contain detective stories—those of recent date and those going back to Sherlock Holmes or even Poe. Alongside this display plant one of your lobby cards showing Claude Sappington, the great detective in "His Darker Self."

You could have the curtain rise on a more serious scene, with one of the performers singing a familiar song of the south.

### Plantation in Your Lobby

A flashy plantation scene in your lobby is a stunt considerably out of

## For Your Mail List

Dear Friend:

A good laugh does a world of good.

That is why we want to be sure that you see Lloyd Hamilton in "His Darker Self." It is a sparkling comedy-drama that marks

Hamilton's advent into pictures of feature length.

Your blues or "your darker self" will fade into brightness when you see the screamingly funny situations—some of them in

"blackface." Hamilton, as Claude Sappington, the amateur sleuth, goes into Darktown trailing a boot-legger's gang.

This is a family picture, clean, wholesome and brilliant.

Cordially yours,

## POST CARD

Dear Friend:

Laugh and the world laughs with you; weep and you weep alone.

Lloyd Hamilton in "His Darker Self" brings five reels of cheer to town. See the Monarch of Mirth in a story of dark deeds in Darkytown.

Get in on this gale of laughter—

At—

Cordially yours,

## HAMILTON ADMIRES GRIFFITH METHODS

(ADVANCE STORY)

Lloyd Hamilton had a chance to get a close view of David Wark Griffith's methods while working at the Griffith Studio in his first feature-length comedy, "His Darker Self," and as a result Hamilton is enthusiastically telling the folks in Hollywood all about them.

"Griffith makes little houses and little trees about two or three inches high, and little people and animals and everything, and he plays with them for days until he works out every bit of the action of a story. Then he has the sets built just as his miniatures are fashioned and directs his players through the very motions he has made with his little toy people. Isn't that just like a genius!" exclaimed "Ham."

"His Darker Self," the ..... Theatre's offering ..... is the first feature length comedy ever made in blackface. It presents Hamilton in the role of an amateur sleuth who disguises as a dusky gentleman in order to capture a criminal. The supporting cast which helps to furnish the laughs includes: Lucille La Verne, Tom Wilson, Tom O'Malley, Sally Long, Irma Harrison, Kate Bruce, Warren Cook and Edna May Sperl, Jack Noble, assisted by Hugh





# HAMILTON IN HIS DARKER SELF

FROM THE ORIGINAL STORY,  
MAMMY'S BOY BY ARTHUR CAESAR  
HIS FIRST SUPER-FEATURE COMEDY

## Listen World!

'Jever think how funny Lloyd Hamilton would be in black face? He's a knockout!

Stock up on smiles, grins, chuckles and laughs and go see him



Four Col. Ad Cut No. 5

HE BROADCASTS AT  
STATION LAF

SEE

LLOYD HAMILTON

in

'HIS DARKER SELF'

Listen in

At the ..... theatre.

ALBERT L. GREY  
presents

**LLOYD  
HAMILTON**  
IN  
**HIS DARKER SELF**

BASED ON THE ORIGINAL STORY,  
MAMMY'S BOY BY ARTHUR CAESAR

His first super-feature  
comedy

Breezy, Bubbling,  
Scintillating.

Pep, Punch and Gales  
of Laughter.

The World's Greatest  
Gloom Chaser in a  
Whirlwind of funny sit-  
uations.



Distributed by  
HODKINSON

One Col. Ad Cut No. 1

## Step Up and Listen to a Piece of Good News LLOYD HAMILTON

That fat, funny boy with the serious face  
and the cute waddle is at the  
..... theatre this week in

## "His Darker Self"

It's his first full length comedy and it's  
a world beater.

∴ NOTHIN' BUT! ∴

## NO SIR!

You won't have no darker self after  
you've seen

**LLOYD HAMILTON**  
in

## "His Darker Self"

Five reels of fun in both white and  
black face

**IT'S A KNOCKOUT!**

Now playing at the ..... theatre



**HIS DARKER SELF**  
 STORY, CAESAR  
 E COMEDY

... would be in black  
 ... ughs and go see him

... e of Good News  
 ... LTON  
 ... erious face  
 ... at the  
 ... eek in

**r Self"**  
 ... edy and it's

**UT!**

... self after  
 ... ILTON  
 ... r Self"

... white and  
**KOUT!**  
 ... theatre

persons who have participated in local talent minstrel shows will be glad to enter, more for the fun of it than anything else.

### Parade of Youngsters

A parade of kids in blackface, all carrying Hamilton cut-outs, will be a great attention getter. Advertise for the kids. Tell them that you will furnish all the material for the blackface make-up. Have them make-up around noontime in front of your theatre, as it will be easy to collect a crowd at that hour.

### Feature Songs of South

Get your advertising display over with a local music dealer. Ask him to feature the "mammy" and old-time southern songs.

### Tie-up With Stores

Here is an idea for a stupendous tie-up with a dozen or more stores. Work with the advertising manager of one of your papers on this one. Across a two-page dummy have a streamer read like this:

"Keep on the Bright Side of Life and Away From Your Darker Self."

Paint dealers can say how they have the material which will keep the home brightened up; hardware dealers, that they have the articles to clean the kitchenware, furniture, etc.; music stores, that they have the instruments which will make the home folks happy; beauty shops, the material to keep faces bright and happy; restaurants, the food that brings cheer. This idea can be carried to almost every dealer. Once you give the idea to the advertising manager of your paper, he will help you get it over—in fact, he will put it over for you.

### Prizes for Jokes

Give a prize to the person who submits to the movie editor the best joke concerning colored folks. Run these under a column headed "His Darker Self." Write the winning jokes on slides and show them previous to the running of this feature.

### Rolling the Bones

Use this stunt to get over some fine publicity. Have two pickaninnies roaming around the streets with signs. Make two big wooden dice for them to carry. Have them stop occasionally and roll the "freckled cubes." Have all the dice marked so that every roll will show a "seven" or an "eleven."

### Detective Yarns

In this comedy-drama Hamilton plays the part of a sleuth. This gives you a fine opportunity to tie-up with your police or detectives. Have them write a series of articles on their most exciting experiences, wherein they have had to make-up in order to

### Shimmy Contest

"His Darker Self" has one of the funniest shimmy scenes ever screened. Hamilton notices two dusky "shimmiers" in a resort where he is working. Here he is a soda "squirter." He cashes in on their ability to shake their shoulders by hooking up his cocktail shaker to their clothing. Offer a prize to best shoulder-shaker in town. Stage the event at your theatre. Ask your local soda man to give a prize to the winner.

### Radio Idea

Dress a man in imitation of Hamilton and stick a phonograph horn into his vest. Have a sign on his back read, "Lloyd Hamilton, broadcaster of laughs, now at ....."

Give your "local talent" an opportunity to imitate the angel-faced, serious-minded Hamilton. Award the winner with a pass to your theatre, good for one month.

### A Practical Prologue

A prologue will be easy to work up for this production. Have the curtain rise while a crap game is in progress. Three or four boys in blackface should be rolling the African agates. When they see the curtain is up, one of them will shout "cops" and the game will break up.

### The Young Detectives

All the youngsters in town are interested in detective characters and detective stories. Give a prize for the most exciting detective yarn the boys have read. You could also give a prize for the most interesting essay on "Why I Want to Be a Detective."

### Famous Sleuths

Local book stores will be glad to display their books which contain detective stories—those of recent date and those going back to Sherlock Holmes or even Poe. Alongside this display plant one of your lobby cards showing Claude Sappington, the great detective in "His Darker Self."

You could have the curtain rise on a more serious scene, with one of the performers singing a familiar song of the south.

### Plantation in Your Lobby

A flashy plantation scene in your lobby is a stunt considerably out of the ordinary. Without doubt it would create interest around town and pack them in at showings. Remember this is one of the first serious attempts to bring to the stage the backface comedy which has been popular in this country for scores of years. Take full advantage of this fact, but at the same time don't overlook the already-made patronage which is yours merely through the flashing of Hamilton's name in your lights and around your town.

## POST CARD

Dear Friend:

Laugh and the world laughs with you; weep and you weep alone.

Lloyd Hamilton in "His Darker Self" brings five reels of cheer to town. See the Monarch of Mirth in a story of dark deeds in Darkytown.

Get in on this gale of laughter—

At—

Cordially yours,

### HAMILTON ADMIRES

### GRIFFITH METHODS

(ADVANCE STORY)

Lloyd Hamilton had a chance to get a close view of David Wark Griffith's methods while working at the Griffith Studio in his first feature-length comedy, "His Darker Self," and as a result Hamilton is enthusiastically telling the folks in Hollywood all about them.

"Griffith makes little houses and little trees about two or three inches high, and little people and animals and everything, and he plays with them for days until he works out every bit of the action of a story. Then he has the sets built just as his miniatures are fashioned and directs his players through the very motions he has made with his little toy people. Isn't that just like a genius!" exclaimed "Ham."

"His Darker Self," the ..... Theatre's offering ..... is the first feature length comedy ever made in blackface. It presents Hamilton in the role of an amateur sleuth who disguises as a dusky gentleman in order to capture a criminal. The supporting cast which helps to furnish the laughs includes: Lucille La Verne, Tom Wilson, Tom O'Malley, Sally Long, Irma Harrison, Kate Bruce, Warren Cook and Edna May Sperl, Jack Noble, assisted by Hugh Fay and Lloyd Bacon, directed.

Albert L. Grey Presents

**LLOYD HAMILTON**  
 IN  
**HIS DARKER SELF**

Based on the original story, "MAMMY'S BOY"

by Arthur Caesar

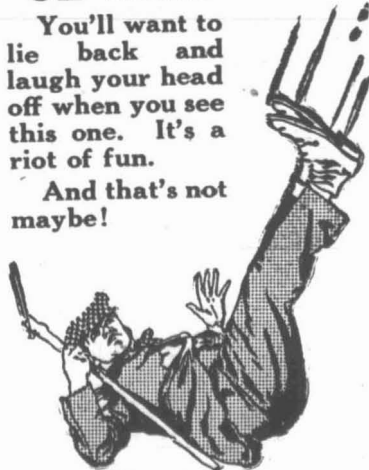
His first super-feature comedy

Distributed by  
**HODKINSON**

Oh Man!

You'll want to lie back and laugh your head off when you see this one. It's a riot of fun.

And that's not maybe!



One Co. Ad. Cut No. 2

**YEA BO!**

**"His Darker Self"**

The super-feature comedy starring

**LLOYD HAMILTON**

Is a riot of pure, unadulterated fun.

Now playing at the ..... theatre



# INTERESTING AND UNUSUAL THAT YOUR EDITOR IS AL

## Complete Trailer Information

National Screen Service, Inc., furnished good trailers on all Hodkinson pictures. On all releases National Screen Service has a Service Trailer consisting of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment. You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25 monthly. The following Hodkinson exchanges have these trailers in

stock: Denver, Seattle, Atlanta, Dallas, Minneapolis and Omaha. Ask the booker at any of these exchanges.

Or order direct from any of the following offices of

### The National Screen Service

126 West 46th St., New York City.  
845 South Wabash Avenue, Chicago, Ill.  
824 Turk Street, San Francisco, Cal.  
917 South Olive St., Los Angeles, Cal.  
Wire or Write—Giving Exact Play Dates.

## FOLLIES' GIRL LIKES MOVIES

She Says Pictures Give Most Opportunity for Facial Expression.

### (FEATURE)

"How do you like the movies?" Sally Long threw back her pretty head and laughed. "They're lots of fun!" she said.

"Like 'em better than the Follies?" Sally refused to go back on her first love. "I like them both. I wouldn't be happy to give up the stage. I like having an audience and carrying them with me in a musical number. An audience is a great help to a player, but pictures—especially comedies—give one a better opportunity for pantomime and facial expression.

"I hope screen fans will like me. I've attained a fair amount of popularity in Ziegfeld productions and I want to succeed in the movies too. I enjoyed making 'His Darker Self.' It was a new experience and I learned a great deal about screen technique. Everyone was perfectly lovely to me."

We intimated that we didn't see how they could help being. Sally is "a thing of beauty and a joy forever." Her wavy bobbed hair falls in a thick bang over her forehead, completely covering it. She has perfect features, great eyes, cupid's bow lips and a heavenly smile. We're willing to bet our best bonnet that the movie public is not only going to like Sally Long but to shout "We want more."

## BLACKFACE ART ON THE SCREEN

**Humor of Old-Time Minstrels Brought Out in Lloyd Hamilton Production.**

### COMEDIAN IN TWO COLORS

**As Claude Sappington He Blackens Up to Catch a Murderer.**

### (CURRENT READER)

"His Darker Self," the feature length comedy starring Lloyd Hamilton, which is now being shown at the Theatre, represents the first serious effort to bring the blackface art to the screen. Never before has it been done in a feature-length production.

For years audiences have laughed over the antics of blackfaced comedians on the stage. Billy Rice, Honeyboy Evans and Lew Dockstader of the old days, and Al Jolson, Frank Tinney and Eddie Cantor of the present time have a fame all their own. The public never tires of them. Their humor never grows stale. David Wark Griffith, pioneer of the films, believed that the art of blackface could hold as important a place on the screen as it has on the stage. To prove his theory Griffith planned to make the picture with Al Jolson. When he fled to Europe, Mr. Griffith borrowed Lloyd Hamilton to take his place. He considered Hamilton one of the funniest comedians he had ever seen and one of the best pantomimists on the screen.

In "His Darker Self" Hamilton is seen as Claude Sappington, an amateur sleuth who changes his color and mingles with the colored gentry in order to catch a murderer. The supporting cast includes such well known players of both stage and screen as: Tom Wilson, Tom O'Malley, Lucille La Verne, Irma Harrison, Edna May Sperl, Sally Long, Warren Cook, Kate Bruce and Charles Graham.

Jack Noble, assisted by Hugh Fay and Lloyd Bacon, son of the late Frank Bacon, directed the film.

The picture is said to more than prove Griffith's belief. The story was written by Arthur Caesar, author of the Paris success, "Napoleon's Barber."

### New Use for Shimmy!

### (CURRENT READER)

Sh! Step closer, out of earshot of the prohibition agent and let Lloyd Hamilton give you a tip about cocktail shaking. Lloyd vouches for the efficacy of the trick because he used it himself in his latest picture, "His Darker Self," the feature-length comedy in blackface now playing at the Theatre.

Disguised as a dusky gentleman and engaged as a waiter in a Darktown dance hall, Hamilton, in the role of Claude Sappington, is busy shaking cocktails when he gets a bright idea. He hooks the shaker on to the coat of a yallar boy, who is an expert shimmyer, and before Claude can say "Jack Robinson" the cocktail is ready.

(Moral: Have you a little shimmyer in your home? Every little movement has a meaning all its own.)

## CATCHLINES

The amateur sleuth, in blackface, was safe until darktown made him cashier in a pay-as-you-exit restaurant.

A breezy, brilliant picture, with a burnt-cork sleuth on the trail of dusky bootleggers.

Hamilton is a bashful detective. The girls make him blush, but he looked the bootleggers' guns in the face without batting an eye.

He is the Ham what am funny.

Claude Sappington wanted to be a hard-dying hero, but the flash of a dusky bootlegger's razor dulled his desire.

A picture of mirth and merriment, mingling mighty roars of laughter with shafts of heart-piercing sympathy.

Lloyd Hamilton is the Monarch of Mirth, the screen's broadcaster of hearty laughs.

Claude Sappington, the amateur sleuth, steps on the laughing gas and seals the doom of the dusky bootleggers.

Lloyd Hamilton did well as a colored sleuth until it came to a baptismal ceremony. When they ducked his head into the river, he had to duck for safety.

In order to win the queen of hearts, Lloyd Hamilton dressed up like the ace of spades, but the dusky bootleggers dealt him deuces.

A feature-comedy in black and white that will make you laugh your head off.

When you disguise as a darky don't take part in a baptismal ceremony. You're liable to change your color. Lloyd Hamilton learned this to his sorrow in "His Darker Self."

As a Sherlock Holmes, he was a fine waiter! Lloyd Hamilton will chase your blues in his darkface feature comedy, "His Darker Self."

Claude Sappington wasn't such a sap as he looked. He caught a murderer and won the girl he loved even though he had to change his color to do it.

Lloyd Hamilton, as an amateur sleuth in his first feature comedy, "His Darker Self," will hunt down your sense of humor.

Man, Oh Man! You should see Lloyd Hamilton all dolled up in blackface and checks you can hear a mile away. As "His Darker Self" he's a knockout,

## YOUTHFUL DESIRE PORTRAYED IN

**TOM WILSON IS AN OLD TIME HEAVY**

The "Bill Jackson" of "His Darker Self" Has a Varied

(CURRENT READER)  
Tom Wilson is the part of

His Darker Self, the first feature-length comedy made in blackface, in which Lloyd Hamilton is starred, is one green.

"Heavies" on the screen a varied one. His career has pictures he was a soldier before entering professional boxer. He trained Fitzsimmons and was on the fight with Corbett. He also appeared in stage with Fitzsimmons in "A Fight for Love." He was a Tanguay.

He made his movie debut in "Atta-Boy's Last Race." For years he appeared in Douglas Fairbanks' pictures. He was also with Charlie Chaplin in "Shoulder Arms," "A Dog's Life," "A Day's Pleasure" and "Sunnyside." Then he has appeared in many productions for many companies.

In his role of a now playing at the "His Darker Self," Mr. Wilson has a fine opportunity to display his screen villainy. Sally Long, Lucille La Verne, Warren Cook, Irma Harrison, Tom O'Malley and Edna May Sperl.

## LIKE MOVIE FANS LLOYD

### (ADVANCE STORY)

Lloyd Hamilton, the star of "His Darker Self," the new feature length black face comedy, is one of the most popular comedians on the run next to the most popular comedians sent to seven screens. A question of the picture editors of the country asking what screen comedy is apparently the most popular is Charles Chaplin, Lloyd Hamilton and Harold Lloyd. This is most significant in view of the fact that Hamilton has never made a feature length comedy before.

James W. Dean, a syndicated picture critic, who has hundreds of newspaper columns, said of Lloyd Hamilton: "I dare say Hamilton is inherently a funnier man than Chaplin or Lloyd or Keaton. He is the only one of the four who makes me laugh when I meet him. Chaplin's heel-hip-shoulder than Hamilton's ten face is no more gait. Keaton's frothy expansive map of grotesque than the appearance of Hamilton. Lloyd had youth, but Hamilton of an unsophisticated is often as innocent as a child."

Albert L. Grey Presents

LLOYD



# UNUSUAL STORIES; THE KIND OR IS ALWAYS LOOKING FOR

## YOUTHFUL DESIRE TO BE DETECTIVE PORTRAYED IN "HIS DARKER SELF"

### TOM WILSON IS AN OLD TIME HEAVY

The "Bill Jackson" of "His Darker Self" Has a Varied

Hero, as an Amateur Sleuth  
Blackens His Face and In-  
vades Darktown.

GETS A ROYAL WELCOME

And He Wins the Girl After Sav-  
ing Old Negro Whose  
Death Was Certain.



LLOYD HAMILTON in "HIS DARKER SELF"  
Distributed by HODKINSON

Two Col. Prod. Cut No. 1

## LLOYD HAMILTON SAVED THE DAY WHEN JOLSON JUMPED THE JOB

COMEDY IN TWO  
COLORS NOW AT

For Some Time Things Looked  
Dark for "His Darker  
Self."

THEN HAMILTON TOOK ROLE

He Was Loaned by Educational  
and Everyone Was Happy  
Once More.

(ADVANCE STORY)

"Yes, we have no Al Jolson," sang the employees of the Griffith Studio at Mamaroneck when that comedian departed on his well known trip to Europe. Al Jolson was to have made his picture debut in "His Darker Self," the first feature comedy in blackface, but suddenly changed his mind and jumped a boat for Europe without even saying goodbye to Mr. Griffith.

The latter didn't feel in the mood to join in the parody of the famous song. It looked as if "His Darker Self" would never see the light and that meant the loss of thousands of dollars, but finally Mr. Griffith thought of Lloyd Hamilton, who had been delighting folks with his funny antics in two-reel Educational comedies. Hamilton was borrowed from Educational and Jack Noble, who had been associated with him in recent pictures, was procured to direct him.

Everybody sighed with relief and went around congratulating everyone else. "All's well that ends well," they said. And it has ended well. Hamilton has more than fulfilled everyone's expectations. In the role of Claude Sappington, he is said to be a scream in both white and black face. His supporting cast includes Tom Wilson, well known heavy, remembered for his work with Douglas Fairbanks; Kate Bruce, who has appeared in practically every production that Griffith has made; Lucille La Verne, who is scoring a hit in the stage play "Sun Up." Edna May Sperl, popular screen

the first feature in blackface, in which is starred, is one of the best known of the "heavies" on the screen.

His career has been a varied one. Before entering pictures he was a soldier and a professional boxer. He is famous for his fight with Corbett and was on the stage with Fitzsimmons in "A Fight for Love." He also appeared in vaudeville with Edna May Sperl.

He made his movie debut in "The Kid." Since then he has appeared in many pictures, including "A Dog's Life," "Sunnyside," "A Day's Pleasure" and "The Kid." Since then he has appeared in many pictures, including "A Dog's Life," "Sunnyside," "A Day's Pleasure" and "The Kid."

In his role of a "His Darker Self," Hamilton has a fine opportunity to display his screen villainy. The supporting cast are La Verne, Warren Cook, Irma Harrison, Kate Bruce, Edna May Sperl.

### MOVIE FANS LIKE LLOYD HAMILTON

(ADVANCE STORY) Lloyd Hamilton, the star of "His Darker Self," the new feature length black face comedy, which comes to the theatre for a run next week, is one of the most popular comedians on the screen. A questioner and motion picture editors of the country asking what screen comedy is apparently the most popular with patrons of the theatres proved that Lloyd Hamilton were the best liked. This is most significant in view of the fact that Hamilton has never made a feature length comedy before.

James W. Dean, well known motion picture critic, whose syndicated reviews appear in hundreds of newspapers, said of Lloyd Hamilton:

"I dare say Hamilton is inherently a funnier man than Chaplin or Lloyd or Keaton. He is the only one of the four who makes me laugh when I meet him. Chaplin's shuffling gait is no more grotesque than the expansive map of Hamilton. Lloyd is often as inno-

you remember when you were fifteen, the detective story age, how you longed to be an Arsene Lupin, a Sherlock Holmes? As you pored over "A Study in Scarlet," "Hound of the Baskervilles," and the rest, your blood ran fast and a feverish gleam came into your eyes as you dreamed of chasing murderers over hill and dale and across the sea until, unable to escape from your clever schemes, they were caught at last? Probably every youth at one time or other has cherished ambitions of becoming the world's greatest sleuth, only awaiting a favorable opportunity to display his talent.

Claude Sappington had the detective urge. He wrote detective stories and lived in hope that the time would come when he could prove his ability. Fate was kind.

Uncle Eph, an old colored man, was falsely accused of murder. Claude felt that this was his chance not only to free his friend, but to win glorious sleuthing honors for himself and seek the hand of the girl he loved, who surely could not reject a conquering hero.

Having once made up his mind, nothing daunted him. Claude blackened his face with burnt cork, donned a nifty checkered suit and derby and swaggered into Darktown, which received him with open arms and an extended foot. He had enough excitement to make him change his color, but he caught his man.

Claude Sappington's flight into sleuthing channels has been made into a delightful movie in "His Darker Self," super-feature comedy starring the inimitable comedian Lloyd Hamilton. The supporting cast includes such well known players of both stage and screen as Sally Long, Lucille La Verne, Warren Cook, Tom Wilson, Tom O'Malley, Irma Harrison, Edna May Sperl, Kate Bruce and Charles Graham.

"His Darker Self," which is now being shown at the Theatre, is based on the original story, "Mammy's Boy," by Arthur Caesar. Jack Noble directed.

### NOTED CHARACTER ACTRESS IN FILM

(ADVANCE STORY)

Lucille La Verne, who plays the part of Aunt Lucy in "His Darker Self," the feature-comedy in two colors, starring Lloyd Hamilton, is daily achieving a great dramatic triumph by her portrayal of the widow Cagle in the stage play, "Sun Up." She has appeared in but one other picture, "Orphans of the Storm."

Her part in the Hamilton comedy gives her a fine opportunity to display her fine character work. The pathos of her role serves as a foil for the comedy elements of the picture.

Following the filming of "His Darker Self," and her appearance in the successful stage hit "Sun Up,"



824 Turk Street,  
San Francisco, Cal.  
917 South Olive St.,  
Los Angeles, Cal.  
Wire or Write—Giving Exact  
Play Dates.

## FOLLIES' GIRL LIKES MOVIES

She Says Pictures Give Most Opportunity for Facial Expression.

(FEATURE)

"How do you like the movies?"

Sally Long threw back her pretty head and laughed. "They're lots of fun!" she said.

"Like 'em better than the Follies?"

Sally refused to go back on her first love. "I like them both. I wouldn't be happy to give up the stage. I like having an audience and carrying them with me in a musical number. An audience is a great help to a player, but pictures—especially comedies—give one a better opportunity for pantomime and facial expression.

"I hope screen fans will like me. I've attained a fair amount of popularity in Ziegfeld productions and I want to succeed in the movies too. I enjoyed making 'His Darker Self.' It was a new experience and I learned a great deal about screen technique. Everyone was perfectly lovely to me."

We intimated that we didn't see how they could help being. Sally is "a thing of beauty and a joy forever." Her wavy bobbed hair falls in a thick bang over her forehead, completely covering it. She has perfect features, great eyes, cupid's bow lips and a heavenly smile. We're willing to bet our best bonnet that the movie public is not only going to like Sally Long but to shout "We want more."

eyboy Evans and Lew Dockstader of the old days, and Al Jolson, Frank Tinney and Eddie Cantor of the present time have a fame all their own. The public never tires of them. Their humor never grows stale. David Wark Griffith, pioneer of the films, believed that the art of blackface could hold as important a place on the screen as it has on the stage. To prove his theory Griffith planned to make the picture with Al Jolson. When he fled to Europe, Mr. Griffith borrowed Lloyd Hamilton to take his place. He considered Hamilton one of the funniest comedians he had ever seen and one of the best pantomimists on the screen.

In "His Darker Self" Hamilton is seen as Claude Sappington, an amateur sleuth who changes his color and mingles with the colored gentry in order to catch a murderer. The supporting cast includes such well known players of both stage and screen as: Tom Wilson, Tom O'Malley, Lucille La Verne, Irma Harrison, Edna May Sperl, Sally Long, Warren Cook, Kate Bruce and Charles Graham.

Jack Noble, assisted by Hugh Fay and Lloyd Bacon, son of the late Frank Bacon, directed the film.

The picture is said to more than prove Griffith's belief. The story was written by Arthur Caesar, author of the Paris success, "Napoleon's Barber."

### New Use for Shimmy!

(CURRENT READER)

Sh! Step closer, out of earshot of the prohibition agent and let Lloyd Hamilton give you a tip about cocktail shaking. Lloyd vouches for the efficacy of the trick because he used it himself in his latest picture, "His Darker Self," the feature-length comedy in blackface now playing at the Theatre.

Disguised as a dusky gentleman and engaged as a waiter in a Darktown dance hall, Hamilton, in the role of Claude Sappington, is busy shaking cocktails when he gets a bright idea. He hooks the shaker on to the coat of a yallar boy, who is an expert shimmyer, and before Claude can say "Jack Robinson" the cocktail is ready.

(Moral: Have you a little shimmyer in your home? Every little movement has a meaning all its own.)

Lloyd Hamilton is the Monarch of Mirth, the screen's broadcaster of hearty laughs.

Claude Sappington, the amateur sleuth, steps on the laughing gas and seals the doom of the dusky bootleggers.

Lloyd Hamilton did well as a colored sleuth until it came to a baptismal ceremony. When they ducked his head into the river, he had to duck for safety.

In order to win the queen of hearts, Lloyd Hamilton dressed up like the ace of spades, but the dusky bootleggers dealt him deuces.

A feature-comedy in black and white that will make you laugh your head off.

When you disguise as a darky don't take part in a baptismal ceremony. You're liable to change your color. Lloyd Hamilton learned this to his sorrow in "His Darker Self."

As a Sherlock Holmes, he was a fine waiter! Lloyd Hamilton will chase your blues in his darkface feature comedy, "His Darker Self."

Claude Sappington wasn't such a sap as he looked. He caught a murderer and won the girl he loved even though he had to change his color to do it.

Lloyd Hamilton, as an amateur sleuth in his first feature comedy, "His Darker Self," will hunt down your sense of humor.

Man, Oh Man! You should see Lloyd Hamilton all dolled up in blackface and checks you can hear a mile away. As "His Darker Self" he's a knockout,

## LLOYD HAMILTON IS MASTER PANTOMIST

(CURRENT READER)

Pantomime plays an even more important part in comedy than in drama. An extravagant gesture, a droll look, are laugh getters in themselves. A good comedian must be a master of

the art of pantomime, and that is exactly what Lloyd Hamilton is. It was because David Wark Griffith considered Hamilton one of the greatest natural pantomimists on the screen that he suggested him as the star of "His Darker Self," the comedy in both white and black face, which Al Jolson was originally scheduled to do.

Lloyd Hamilton has more than fulfilled Mr. Griffith's expectations. The picture is said to be a scream from start to finish. While the story is replete with good comedy situations, Hamilton's drollery in itself furnishes a multitude of laughs.

The supporting cast of "His Darker Self," which is now being shown at the Theatre, includes Tom Wilson, Tom O'Malley, Lucille La Verne, Irma Harrison, Warren Cook, Edna May Sperl, Sally Long, Kate Bruce and Charles Graham.

### OH, BABY!

Did you ever see them "strutting their stuff" in a Darktown dance-hall? If you didn't, you can make up for your neglected education by seeing "His Darker Self," Lloyd Hamilton's super-feature comedy, when it comes to the Theatre next week. The dusky jazz babies shake a mean shoulder and a wicked knee. Lloyd Hamilton, all blackened up like a kitchen stove, has a hard time resisting the wailing trombone.

and was on the stage with Fitzsimmons in "A Fight for Love." He also appeared in vaudeville with Edna Tanguay.

He made his movie debut in "Atta Boy's Last Race." For years he appeared in Douglas Fairbanks' pictures. He was also with Charlie Chaplin in "A Dog's Life," "Sunnyside," "A Day's Pleasure" and "The Kid." Since then he has appeared in many productions for many companies.

In his role of a "His Darker Self," Hamilton has a fine opportunity to display his supporting cast are La Verne, Warren Cook, Irma Harrison, Kate Bruce, Edna May Sperl, Tom O'Malley and

## MOVIE FANS LIKE LLOYD HAMILTON

(ADVANCED STORY)

Lloyd Hamilton, the star of "His Darker Self," the new feature length black face comedy

Theatre run next week is one of the most popular comedians on the screen. A question sent to several picture editors of the country asking what screen comedy is apparently the most popular with patrons of the theatres proved that Lloyd Hamilton and Harold Lloyd were the best liked. This is most significant in view of the fact that Hamilton has never made a feature length comedy before.

James W. Dean, well known motion picture critic, whose syndicated reviews appear in hundreds of newspapers, said of Lloyd Hamilton:

"I dare say Hamilton is inherently a funnier man than Chaplin or Lloyd or Keaton. He is the only one of the four who makes me laugh when I meet him. Chaplin's shuffle is no funnier than Hamilton's. Keaton's frog-like face is no more grotesque than the expansive map of Hamilton. Lloyd is an unsophisticated youth, but Hamilton's countenance is as a baby's."

In "His Darker Self" Hamilton has the part of Claude Sappington, an amateur sleuth, who in his effort to capture a murderer applies burnt cork, mixes with the "culud gentlemen" and has many wild adventures in this screaming supporting cast in includes Tom Wilson, Tom O'Malley, Lucille La Verne, Irma Harrison, Warren Cook, Edna May Sperl, Sally Long, Kate Bruce and Charles Graham.

Albert L. Grey Presents

# LLOYD HAMILTON IN HIS DARKER SELF

Based on the original story,  
'MAMMY'S BOY'

by Arthur Caesar

His first super-feature comedy

Distributed by  
HODKINSON



Does he get her?  
Well, rather! What  
woman could resist  
him?

He's a riot in white  
face—a world beater  
in black!

Hie yourself down  
to the Theatre and buy  
yourself a good time.

Two Col. Ad Cut No. 3

"His Darker Self" Is a March of Mirth, a Roar of  
Laughter, a Riot of Fun.



"HIS DARKER SELF"  
Distributed by  
HODKINSON

One Col. Pro. Ad Cut No. 1



# LLOYD HAMILTON SAVED THE DAY WHEN JOLSON JUMPED THE JOB

## COMEDY IN TWO COLORS NOW AT

(CURRENT READER)

"His Darker Self," the comedy in two colors which is now being shown at the ..... Theatre, marks Lloyd Hamilton's first appearance in a feature length vehicle. For years he has played in two reelers, beginning with the Ham and Bud series for Kalem, in which he originated the role of "Ham." Lately he has been associated with Jack White making comedies for Educational release, and it was through the courtesy of Mr. Hamiltons, president of Educational pictures that Hamilton was able to make "His Darker Self."

The foremost screen comedians of the day, Charlie Chaplin, Harold Lloyd and Buster Keaton, who are now making feature length comedies, are all graduates of the two reeler, and it is likely that Hamilton will follow in the trail which they have blazed. The field of the five reel comedy offers unlimited possibilities for a comedian of Hamilton's type.

Many believe that Hamilton is funnier than either Chaplin, Lloyd or Keaton. The peculiar innocence of his face, his shuffling gait and the expertness of his pantomime have made him the favorite of thousands of fans. D. W. Griffith, who suggested Hamilton for "His Darker Self," stated that he was one of the funniest comedians he had ever seen. James Dean, noted critic of motion pictures, said, "I dare say Hamilton is inherently a funnier man than Chaplin or Lloyd or Keaton."

In "His Darker Self" Hamilton plays the role of Claude Sappington, an amateur sleuth, who disguises as a dorky to catch a murderer. His supporting cast includes Tom Wilson, Tom O'Malley, Lucille La Verne, Irma Harrison, Edna May Sperl, Warren Cook, Sally Long, Kate Bruce and Charles Graham.

The picture, directed by Jack Noble, was based on the original story, "Mammy's Boy," written by Arthur Caesar.

### Girls Have Real Battle!

"Gal, you gets all your romance from me. And Ah don't mean maybe," said Bill Jackson to his sweetheart, when she flirted a bit but on his part,

Bill didn't hesitate to subdue the charms of Darktown's Cleopatra. As a result, the girls had a merry battle. They fought and bit and scratched like two wild-cats. Lloyd Hamilton as Claude Sappington watched the fray and thought he'd be more comfortable outside.

Hamilton is a scream in both white and black face in his first super-comedy, "His Darker Self," which comes to the ..... Theatre for a ..... run next .....

### A Fine Herald

You can have an inexpensive and attractive herald printed by using any of the production cuts and copy from any of the ads, the shorts or the catchlines.

There is a variety to choose from and all of it has been designed to arouse interest and to get the picture across with a punch.

"His Darker Self" Will Make Brighter Days for Your Box Office.

For Some Time Things Looked Dark for "His Darker Self."

### THEN HAMILTON TOOK ROLE

He Was Loaned by Educational and Everyone Was Happy Once More.

(ADVANCE STORY)

"Yes, we have no Al Jolson," sang the employees of the Griffith Studio at Mamaroneck when that comedian departed on his well known trip to Europe. Al Jolson was to have made his picture debut in "His Darker Self," the first feature comedy in blackface, but suddenly changed his mind and jumped a boat for Europe without even saying goodby to Mr. Griffith.

The latter didn't feel in the mood to join in the parody of the famous song. It looked as if "His Darker Self" would never see the light and that meant the loss of thousands of dollars, but finally Mr. Griffith thought of Lloyd Hamilton, who had been delighting folks with his funny antics in two-reel Educational comedies. Hamilton was borrowed from Educational and Jack Noble, who had been associated with him in recent pictures, was procured to direct him.

Everybody sighed with relief and went around congratulating everyone else. "All's well that ends well," they said. And it has ended well. Hamilton has more than fulfilled everyone's expectations. In the role of Claude Sappington, he is said to be a scream in both white and black face. His supporting cast includes Tom Wilson, well known heavy, remembered for his work with Douglas Fairbanks; Kate Bruce, who has appeared in practically every production that Griffith has made; Lucille La Verne, who is scoring a hit in the stage play "Sun Up;" Edna May Sperl, popular screen comedienne; Sally Long, of Ziegfeld fame; Tom Wilson, famous "heavy;" Irma Harrison, last seen in "One Exciting Night," and Tom O'Malley, who for many years played the title role in the stage production of "Uncle Tom's Cabin."

"His Darker Self," which comes to the ..... Theatre for a ..... run next ..... was written by Arthur Caesar, author of "Mammy's Boy," a play that is proving a hit in Paris.

### ASK DAD—HE KNOWS

"It takes a hero to ask for a girl's hand when he expects her father's foot." Claude Sappington was in love with the governor's daughter, but the governor was as fond of Claude as he was of the measles. "Ask father," commanded the lady of his heart, so Claude, being a very courageous young man, and, thinking that he could die only once, ventured to go through the ordeal. But father was so irate that Claude didn't get very far. When Claude broke a vase in his haste to escape it didn't help his suit any.

Lloyd Hamilton is inimitable as Claude Sappington in "His Darker Self," his first super-feature. Those who help him in the laugh provoking situations are Tom Wilson, Tom O'Malley, Sally Long, Lucille La Verne, Edna May Sperl, Irma Harrison, Warren Cook and Kate Bruce.

"His Darker Self" will be shown at the ..... Theatre next ..... and will remain there .....

## MOVIE FANS LIKE LLOYD HAMILTON

(ADVANCE STORY)

Lloyd Hamilton, the star of "His Darker Self," the new feature length comedy which comes to the ..... Theatre for a ..... run next ..... is one of the most popular comedians on the screen. A question sent to several thousand exhibitors and motion picture editors of the country asking what screen comedian is apparently the most popular with patrons of the theatres proved that Harold Lloyd and Lloyd Hamilton were the best liked. This is most significant in view of the fact that Hamilton has never made a feature picture.

James W. Dean, well known motion picture critic, whose syndicated reviews appear in hundreds of newspapers, said of Lloyd Hamilton:

"I dare say Hamilton is inherently a funnier man than Chaplin or Lloyd or Keaton. He is the only one of the four who makes me laugh when I meet him. Chaplin's shuffle is no funnier than Hamilton's heel-hip-shoulder gait. Keaton's frozen face is no more grotesque than the expansive map of of an unsophisticated youth, but Hamilton's countenance is often as innocent as a baby's."

In "His Darker Self" Hamilton has the part of Claude Sappington, an amateur sleuth, who in his effort to capture a murderer applies burnt cork, mixes with the "culud gentlemen" and has many wild adventures as a result. The supporting cast in this screaming comedy of two colors includes Tom Wilson, Lucille La Verne, Sally Long, Kate Bruce and Warren Cook.



"HIS DARKER SELF"  
Distributed by HODKINSON

One Col. Prod. Cut No. 1

at one time or other has cherished ambitions of becoming the world's greatest sleuth, only awaiting a favorable opportunity to display his talent.

Claude Sappington had the detective urge. He wrote detective stories and lived in hope that the time would come when he could prove his ability. Fate was kind.

Uncle Eph, an old colored man, was falsely accused of murder. Claude felt that this was his chance not only to free his friend, but to win glorious sleuthing honors for himself and seek the hand of the girl he loved, who surely could not reject a conquering hero.

Having once made up his mind, nothing daunted him. Claude blackened his face with burnt cork, donned a nifty checkered suit and derby and swaggered into Darktown, which received him with open arms and an extended foot. He had enough excitement to make him change his color, but he caught his man.

Claude Sappington's flight into sleuthing channels has been made into a delightful movie in "His Darker Self," super-feature comedy starring the inimitable comedian Lloyd Hamilton. The supporting cast includes such well known players of both stage and screen as Sally Long, Lucille La Verne, Warren Cook, Tom Wilson, Tom O'Malley, Irma Harrison, Edna May Sperl, Kate Bruce and Charles Graham.

"His Darker Self," which is now being shown at the ..... Theatre, is based on the original story, "Mammy's Boy," by Arthur Caesar. Jack Noble directed.

## NOTED CHARACTER ACTRESS IN FILM

(ADVANCE STORY)

Lucille La Verne, who plays the part of Aunt Lucy in "His Darker Self," the feature comedy in two colors, starring Lloyd Hamilton, is daily achieving a great dramatic triumph by her portrayal of the widow Cagle in the stage play, "Sun Up." She has appeared in but one other picture, "Orphans of the Storm."

Her part in the Hamilton comedy gives her a fine opportunity to display her fine character work. The pathos of her role serves as a foil for the comedy elements of the picture.

Following the filming of "His Darker Self," and her appearance in the successful stage hit, "Sun Up," Miss La Verne, long in demand as a supporting actress, has been literally deluged with offers from producers who wish to star her, both on the stage and screen.

To the average actress of the day that success which is stardom comes very early or not at all. But Miss La Verne, more fortunate perhaps, has had her great success reserved for late in life.

After many years of struggle and disappointment she reaches the zenith of her career at an age when she is better able to realize the meaning and safeguard the fruits of success.

## Follies Beauty Makes Screen Debut

(ADVANCE STORY)

Sally Long, who makes her debut in pictures in "His Darker Self," the feature comedy in two colors, which will be shown at the ..... Theatre for a ..... run next ..... came to New York from Kansas City four years ago to get a job on the stage. The gods were good to Sally. She's a beauty, if there ever was one, and Flo Ziegfeld, who has a reputation for knowing beauty when he sees it, gave her a chance right away. She has appeared in three or four editions of the Follies and is now playing in "Kid Boots," a Ziegfeld production.

Her work opposite Lloyd Hamilton in "His Darker Self" proves that she is as beautiful and talented in the silent drama as she is on the stage and promises that her screen success will soon equal her stage triumph.

Others in Mr. Hamilton's supporting cast are: Tom Wilson, Tom O'Malley, Lucille La Verne, Irma Harrison, Edna May Sperl, Kate Bruce and Warren Cook.



## REVIEWS

### New Hamilton Comedy Funny As a Circus

The blackface comedy which caused so much furore in movie circles some time ago has been completed and is being shown at the ..... Theatre. "His Darker Self," you will recall, was the picture that Al Jolson was to have done, but he didn't like the looks of himself on the silver sheet and skipped to Europe. They borrowed Lloyd Hamilton from Educational to fill the gap. Man! but that was a lucky choice. Hamilton is incomparable in this, his first feature comedy. He plays in both white and black face and he's a scream in both.

"His Darker Self" is one of those rare comedies that are not only played in their plot, real comedy situations. The story concerns one Claude Sappington, who has ambitions in a sleuthing direction. In order to capture a murderer, he disguises as a dinge and gets a job in a Darktown dance hall. Then the fun begins. Claude gets tangled up in various adventures, among which are a free-for-all fight, a colored baptismal ceremony which washes off his burnt cork and a motorboat race. In the end he gets the murderer and wins the lady of his heart, who, by the way, is no other than beautiful Sally Long, noted Ziegfeld star.

The supporting cast is a humdinger. It includes Lucille La Varne, noted character actress, who is scoring a success in the stage play "Sun Up;" Tom Wilson, noted heavy; Tom O'Malley, Irma Harrison, Edna May Sperl, Kate Bruce and Warren Cook.

We advise everyone to see "His Darker Self" as a tonic for the disposition. It surely will curb a grouch.

### FAN ANSWERS FILL THEATRES

**Fatty:** Right you are: The fat folks are the jolly ones. They make the world a brighter place. Lloyd Hamilton tips the scales at 200. His latest picture is a feature comedy "in two colors" called "His Darker Self," for the making of which he was loaned by Educational to D. W. Griffith. Hamilton appears in the role of Claude Sappington, amateur sleuth, who dons burnt cork in order to catch a dusky murderer. You can imagine the wild time Lloyd has. The picture is said to be uproariously funny. You'll have a chance to see it ..... when it will be shown at the ..... Theatre.

**Maybelle:** Tom O'Malley played the part of Uncle Eph in "His Darker Self," the feature length comedy in blackface starring Lloyd Hamilton. Mr. O'Malley has had wide experience in the portrayal of negro parts. He played the title role of "Uncle Tom's Cabin" for many years.

**Jimmie:** You're quick to spot the new beauties. Sally Long is a graduate of the Ziegfeld Follies and is now playing in the Ziegfeld production of "Kid Boots." "His Darker Self," the feature comedy in blackface, starring Lloyd Hamilton, marks her debut as a leading lady of the screen. Didn't you envy "Ham"? And they say nobody loves a fat man!

**Dramatis Personae:** Yes, Lucille La Varne, who plays Aunt Lucy in "His Darker Self," the feature comedy in blackface starring Lloyd Hamilton, is the star of the stage success "Sun Up." Her interpretation of the role of the Window Cagle in that play has been judged by dramatic critics one of the best character delineations of the year.

**Big Ben:** The latest picture in

### Hamilton Here In Five Reels Of Merriment

Got the blues? Well, drop into the ..... Theatre, where they're playing "His Darker Self," and lose them. There's a comedy that will delight your heart. It's Lloyd Hamilton's first full length picture and it's a side splitter.

The inimitable "Ham" has the part of Claude Sappington, an amateur sleuth who disguises as a darky to catch a murderer. The murderer is caught all right and Hamilton has a jolly time in burnt cork and negro habiliments. The picture is full of action and funny situations, with just enough pathos to serve as a foil for the humor.

Judging by this picture, Lloyd Hamilton is destined to join the ranks of Chaplin and Lloyd in making feature comedies. Hamilton's talents are

aptly suited to this ly comical in both white or black face and his droll pantomime is shown to the best advantage. Tom O'Malley as Uncle Eph and Lucille La Verne as Aunt Lucy do some expert character work. Sally Long is both clever and beautiful to look upon as Claude Sappington's sweetheart, and Tom Wilson is excellent as the bellicose Bill Jackson. Others in the cast who deserve praise are: Irma Harrison, Edna May Sperl, Kate Bruce and Warren Cook.

The picture, based on an original story by Arthur Caesar, called "Mammy's Boy," was directed by Jack Noble. It's the greatest little laugh provoker we've seen in a long time.

### HAMILTON PLAYED IN TWO-REELERS

(CURRENT READER)

Lloyd Hamilton, who is the star of "His Darker Self," the new feature-length comedy "in black and white," was born in Oakland, Cal. He was an extra in the Elleford Stock Company at Oakland and began his screen career with Kalem, where he originated the role of "Ham" in the Ham and Bud comedies. During the four years he was with this company, he played in one hundred thirty-four of these releases. He has made Sunshine, First National and Mermaid comedies, and is now associated with Jack White in making Hamilton comedies for Educational. Hamilton supervises and writes the stories for his own production. He was loaned by Educational to D. W. Griffith for "His Darker Self," which is his first appearance in a full length comedy and, incidentally—the first blackface feature comedy ever made. Because Griffith believed him to be the best pantomimist on the screen, Griffith chose Hamilton to take the place of Al Jolson, who was originally scheduled to make the picture.

In "His Darker Self," which is now being shown at the ..... Theatre, Lloyd Hamilton is given a fine opportunity to display his talent. The story, written by Arthur Caesar, author of the Parisian success, "Napoleon's Barber," concerns Claude Sappington, an amateur sleuth, who dons burnt cork, in order to capture the man who murdered the owner of the Darktown dance hall. Various funny complications ensue.

A cast made up of favorites of both the stage and screen will be seen in support of Hamilton. It includes Tom Wilson, Tom O'Malley, Lucille La Verne, Irma Harrison, Edna May Sperl, Warren Cook, Sally Long and Kate Bruce and Charles Graham. Jack Noble, assisted by Hugh Fay and Lloyd Bacon, directed the picture.

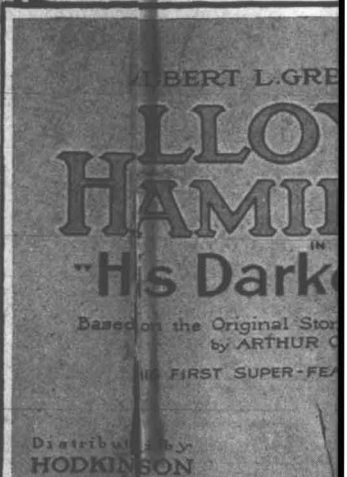
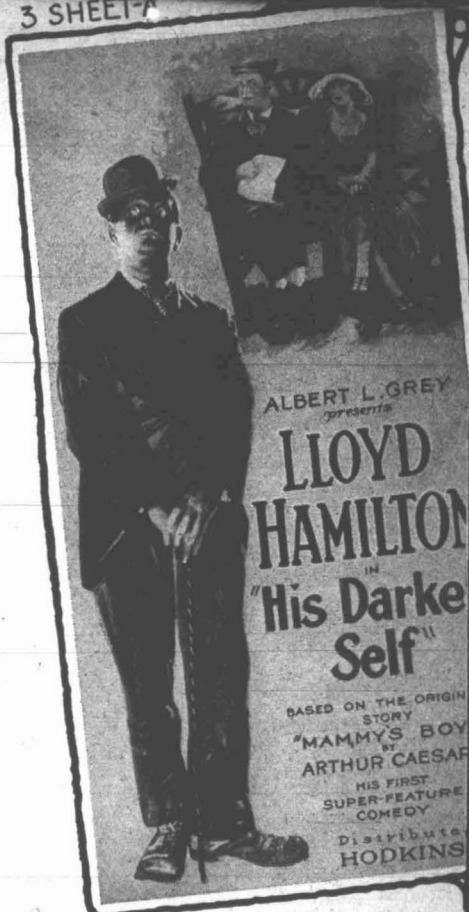
### NOBLE DIRECTS "DARKER SELF"

## Posters Carrying Sell Your Se

1 SHEET-A



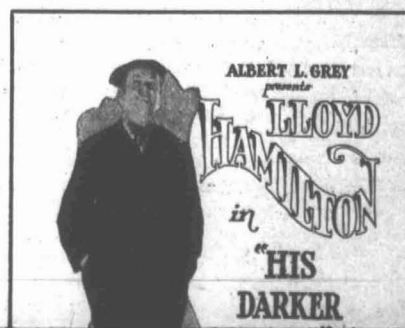
3 SHEET-A



These posters have been made to serve glance that "His Darker Self" is a rol three sheets and the one sheet B will

## Smashing Array That Will L

### Insert Card



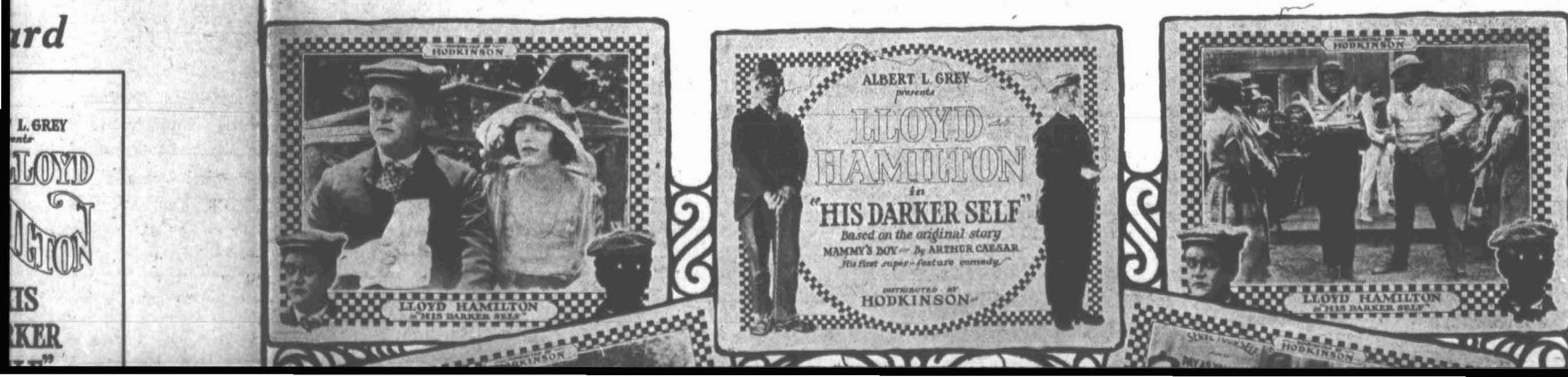


# Carrying Sales Ideas That Will Fill Your Seats and Standing Room



These have been made to serve a double purpose. As posters, they arouse interest and tell at a glance that "His Darker Self" is a rollicking comedy. But they will be just as effective as cut-outs. The 24-sheet and the one sheet B will be especially striking when cut out and mounted.

## Impassioned Array of Lobby Cards That Will Land the Crowds for You





gets the murderer and wins the lady of his heart, who, by the way, is no other than beautiful Sally Long, noted Ziegfeld star.

The supporting cast is a humdinger. It includes Lucille La Varne, noted character actress, who is scoring a success in the stage play "Sun Up;" Tom Wilson, noted heavy; Tom O'Malley, Irma Harrison, Edna May Sperl, Kate Bruce and Warren Cook.

We advise everyone to see "His Darker Self" as a tonic for the disposition. It surely will curb a grouch.

## FAN ANSWERS FILL THEATRES

**Fatty:** Right you are: The fat folks are the jolly ones. They make the world a brighter place. Lloyd Hamilton tips the scales at 200. His latest picture is a feature comedy "in two colors" called "His Darker Self," for the making of which he was loaned by Educational to D. W. Griffith. Hamilton appears in the role of Claude Sappington, amateur sleuth, who dons burnt cork in order to catch a dusky murderer. You can imagine the wild time Lloyd has. The picture is said to be ~~amazingly~~ funny. You'll have a chance to see it ..... when it will be shown at the ..... Theatre.

**Maybelle:** Tom O'Malley played the part of Uncle Eph in "His Darker Self," the feature length comedy in blackface starring Lloyd Hamilton. Mr. O'Malley has had wide experience in the portrayal of negro parts. He played the title role of "Uncle Tom's Cabin" for many years.

**Jimmie:** You're quick to spot the new beauties. Sally Long is a graduate of the Ziegfeld Follies and is now playing in the Ziegfeld production of "Kid Boots." "His Darker Self," the feature comedy in blackface, starring Lloyd Hamilton, marks her debut as a leading lady on the screen. Didn't you envy "Ham"? And they say nobody loves a fat man!

**Dramatis Personae:** Yes, Lucille La Verne, who plays Aunt Lucy in "His Darker Self," the feature comedy in blackface starring Lloyd Hamilton, is the star of the stage success "Sun Up." Her interpretation of the role of the Window Cagle in that play has been judged by dramatic critics one of the best character delineations of the year.

**Big-Ben:** The latest picture in which Tom Wilson appears is "His Darker Self," the comedy in two colors featuring Lloyd Hamilton. Mr. Wilson is one of the best known heavies on the screen. For years he was associated with Douglas Fairbanks. Two of his best known pictures are "The Americano" with Douglas Fairbanks and "Reported Missing" with Owen Moore. In the latter production he was said to have "stolen the picture."

**Mater:** Kate Bruce plays Claude Sappington's mother in "His Darker Self," the feature comedy in blackface starring Lloyd Hamilton. She has played mother to so many heroes and heroines of the screen that she says she feels like the old woman who lived in a shoe.

**Lose  
That  
Grouch  
SEE  
LLOYD HAMILTON  
in  
'HIS DARKER SELF'  
His first super-feature comedy.  
At .....**

**"His Darker Self" Will Make Them Laugh Last, First  
and All of the Time.**

May Sperl, Kate Bruce and Warren Cook.

The picture, based on an original story by Arthur Caesar, called "Mammy's Boy," was directed by Jack Noble. It's the greatest little laugh provoker we've seen in a long time.

## HAMILTON PLAYED IN TWO-REELERS

(CURRENT READER)

Lloyd Hamilton, who is the star of "His Darker Self," the new feature-length comedy "in black and white," was born in Oakland, Cal. He was an extra in the Elleford Stock Company at Oakland and began his screen career with Kalem, where he originated the role of "Ham" in the Ham and Bud comedies. During the four years he was with this company, he played in one hundred thirty-four of these releases. He has made Sunshine, First National and Mermaid comedies, and is now associated with Jack White in making Hamilton comedies for Educational. Hamilton supervises and writes the stories for his own production. He was loaned by Educational to D. W. Griffith for "His Darker Self," which is his first appearance in a full length

comedy and, incidentally—the first blackface feature comedy ever made. Because Griffith believed him to be the best pantomimist on the screen, Griffith chose Hamilton to take the place of Al Jolson, who was originally scheduled to make the picture.

In "His Darker Self," which is now being shown at the ..... Theatre, Lloyd Hamilton is given a fine opportunity to display his talent. The story, written by Arthur Caesar, author of the Parisian success, "Napoleon's Barber," concerns Claude Sappington, an amateur sleuth, who dons burnt cork, in order to capture the man who murdered the owner of the Darktown dance hall. Various funny complications ensue.

A cast made up of favorites of both the stage and screen will be seen in support of Hamilton. It includes Tom Wilson, Tom O'Malley, Lucille La Verne, Irma Harrison, Edna May Sperl, Warren Cook, Sally Long and Kate Bruce and Charles Graham. Jack Noble, assisted by Hugh Fay and Lloyd Bacon, directed the picture.

## NOBLE DIRECTS "DARKER SELF"

(CURRENT READER)

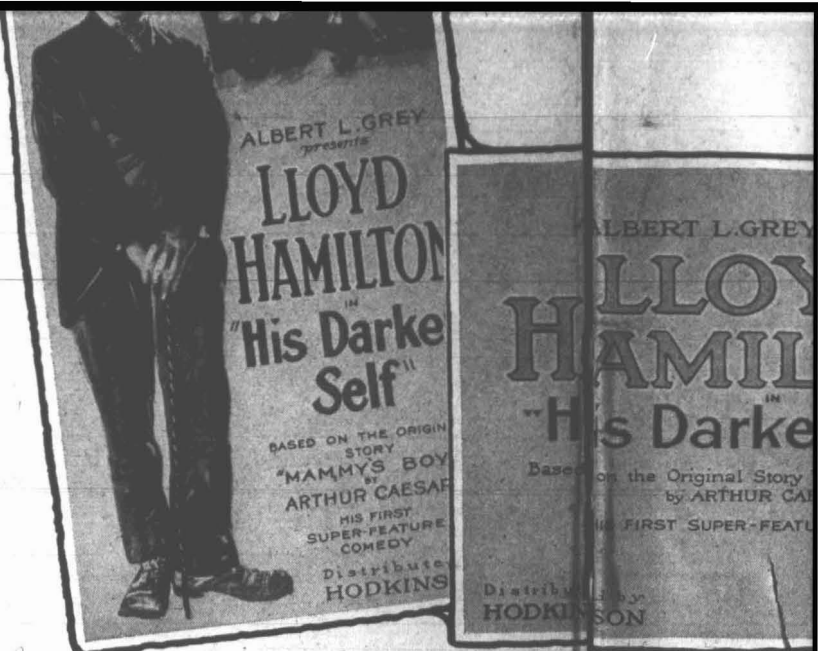
Jack Noble, who directed Lloyd Hamilton in "His Darker Self," the super-feature comedy in two colors, is a former army lieutenant and engineer. In these capacities he traveled to China, the Philippines and Mexico. For five years he was associated with the stage in stock, vaudeville and Broadway productions. His screen productions were made for Thanhouser

Biograph, Universal, Mutual, Metro, Goldwyn, Frohman, Selznick and the Lyceum Film Bureau. When not directing Mr. Noble amuses himself by writing plays and short stories.

"His Darker Self," which is now being shown at the ..... Theatre, concerns Claude Sappington, an amateur detective, who dons burnt cork in order to be a better sleuth and catch a murderer. The picture is based on Arthur Caesar's story, "Mammy's Boy." Hamilton's supporting cast includes Sally Long, Lucille La Verne, Tom Wilson, Tom O'Malley, Irma Harrison, Edna May Sperl, Kate Bruce and Warren Cook.

## A New Disguise

Izzy Einstein and his friend Moe, of Prohibition fame, are outdone by Lloyd Hamilton in his latest feature comedy "His Darker Self," which comes to the ..... Theatre for a ..... run next ..... Hamilton dons a disguise as yet unrecorded for Izzy and Moe—a coat of burnt cork—and ventures into Darktown's wettest regions in search of evidence.



These posters have been made to serve a glance that "His Darker Self" is a rollicking three sheets and the one sheet B will

# Smashing Array That Will La

## Insert Card



## A Sure-Fire Slide



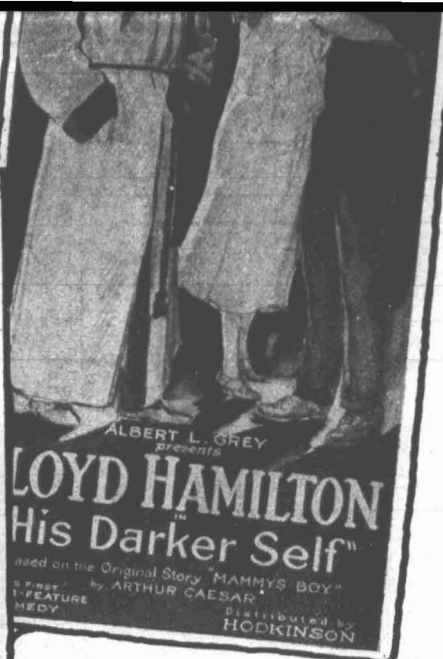


L. GREY  
presents  
LOYD  
HAMILTON  
in  
"His Darker Self"  
Based on the Original Story "MAMMY'S BOY"  
by ARTHUR CAESAR  
His First Super-Feature Comedy  
Distributed by  
HODKINSON

ALBERT L. GREY presents  
**LOYD HAMILTON**  
in  
"His Darker Self"

Based on the Original Story "MAMMY'S BOY"  
by ARTHUR CAESAR  
His First Super-Feature Comedy

Distributed by  
HODKINSON



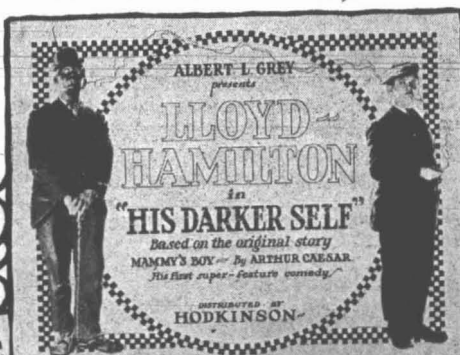
ALBERT L. GREY presents  
**LOYD HAMILTON**  
in  
"His Darker Self"  
Based on the Original Story "MAMMY'S BOY"  
by ARTHUR CAESAR  
His First Super-Feature Comedy  
Distributed by  
HODKINSON

have been made to serve a double purpose. As posters, they arouse interest and tell at a glance that "His Darker Self" is a rollicking comedy. But they will be just as effective as cut-outs. The one on the right is especially striking when cut out and mounted.

# ing Array of Lobby Cards that Will Land the Crowds for You

rd

GREY  
LOYD  
HAMILTON  
in  
"His Darker Self"



Slide





This document is from the Library of Congress  
“Motion Picture Copyright Descriptions Collection,  
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center  
The Library of Congress